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FOR RELEASE NOVEMBER 5, 2007

HI-TECH Software Takes on 32-bit MCUs

First Target: Microchip Technology's New PIC32 Family

Acacia Ridge, Queensland, Australia, Nov. 12, 2007. . . HI-TECH Software today announced its entry into the market for 32-bit microcontroller compilers. Its first 32-bit compiler will support the new MIPS-based PIC32 microcontroller family, also announced today, from Microchip Technology Inc. (NASDAQ: MCHP), a leading provider of microcontroller and analogue semiconductors.

Hi-Tech Software has been developing compilers for Microchip's 8- and 16-bit MCUs since 1995, and is the largest third-party vendor of C compilers for Microchip devices, with 64% market share. Hi-Tech's Standard C compilers for 8- and 16-bit PIC[®] microcontrollers achieve 25% to 35% better code density than competing compilers. The company's newest PICC-18 PRO compiler, for Microchip's PIC18 8-bit microcontroller family, is based on HI-Tech's "omniscient code generation" (OCG) technology and yields impressive code density when measured against the competition.

Hi-Tech's proprietary OCG technology, announced in April 2007, uses a whole program approach to the compilation of C code. OCG looks at every variable, pointer and register in every module of the program, prior to compilation, and optimizes their implementation across the entire program. Memory usage can also be optimized for better performance and lower power consumption. Redundant code is eliminated, typically yielding 50% better code density than competing compilation technologies.

OCG technology is expected to be particularly useful for 32-bit microcontrollers, because it can optimize memory usage, including register files, based on the variables that are used most and least throughout the entire program. Optimal use of memories can have a substantial positive effect on both performance and power consumption.

According to Clyde Stubbs, Hi-Tech's CEO, "We chose the PIC32 family for our first OCG 32-bit compiler, because it's a good business decision. Microchip is *the* leader in the 8- and 16-bit microcontroller market. They are offering a very easy migration path from their 16-bit devices to the PIC32, with a unified development environment and pin compatibility between their 16- and 32-bit device families. This ease of migration, coupled with Microchip's superior customer service and high customer retention rate, suggest that Microchip customers looking for a 32-bit solution will use the PIC32. Many of these engineers are already Hi-Tech customers, and we want to keep it that way."

"If Microchip's dominance of the 8- and 16-bit market is any indication, the company will become the dominant player in the 32-bit market, as well. The bottom line is that Hi-Tech Software expects to realize substantial revenues by supporting this product family. Choosing the PIC32 was a no-brainer for our OCG technology entry into the 32-bit compiler market," Stubbs concluded.

Hi-Tech's PRO for PIC32 compiler is expected to be released in the first quarter of 2008. Persons interested in testing the beta version of "HI-TECH C PRO for PIC32" can visit <http://www.htsoft.com/portal/ocgpic32beta> for details.

About Microchip Technology

Microchip Technology Inc. (NASDAQ: MCHP) is a leading provider of microcontroller and analog semiconductors, providing low-risk product development, lower total system cost and faster time to market for thousands of diverse customer applications worldwide. Headquartered in Chandler, Arizona, Microchip offers outstanding technical support along with dependable delivery and quality. For more information, visit the Microchip website at www.microchip.com.

About HI-TECH Software. HI-TECH Software is a world class provider of development tools for embedded systems, offering compilers, RTOS and an Eclipse based IDE (HI-TIDE) for 8-, 16-, and 32-bit microcontroller and DSP chip architectures. HI-TECH is the number one third party vendor of compilers for Microchip Technology Inc., with approximately 64% marketshare. Its customers include tens of thousands of embedded system developers including General Motors, Whirlpool, Qualcomm, and John Deere.

Founded by Clyde Stubbs, in 1984 in Brisbane, Australia, HI-TECH Software has an extensive network of distributors around the globe.

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